MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/ 2023

BMK2144 – INTEGRATED MARKETING COMMUNICATION

(All sections / Groups)

14 July 2023
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (including cover page) with 4 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer all the questions (100 marks)

QUESTION 1

Companies have tried to position themselves in the marketplace. Some have been successful, others have not. Discuss FIVE positioning strategies. Give examples of products and/or brands that utilize each of these different strategies.

(Total 25 marks)

QUESTION 2

Discuss the major selling idea and its FOUR approaches that can be used for developing as the basis of creative strategy. Find an example of an ad or campaign that you think reflects one of the approaches used to develop a major selling idea such as unique selling proposition, brand image, inherent drama, or positioning.

(Total 25 marks)

QUESTION 3

Describe the FIVE forms of direct response advertising. Discuss FIVE reasons for the success of direct response advertising.

(Total 25 marks)

QUESTION 4

A firm's advertising is not always designed to promote a specific product or service. Explain the objectives of corporate advertising and discuss FOUR types of corporate advertising with examples.

(Total 25 marks)

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